

PRESENTED BY ROBERT B. TUCKER

Innovation Resource Consulting Group

FAMA 2018 ANNUAL CONFERENCE

San Diego, California February 23, 2018



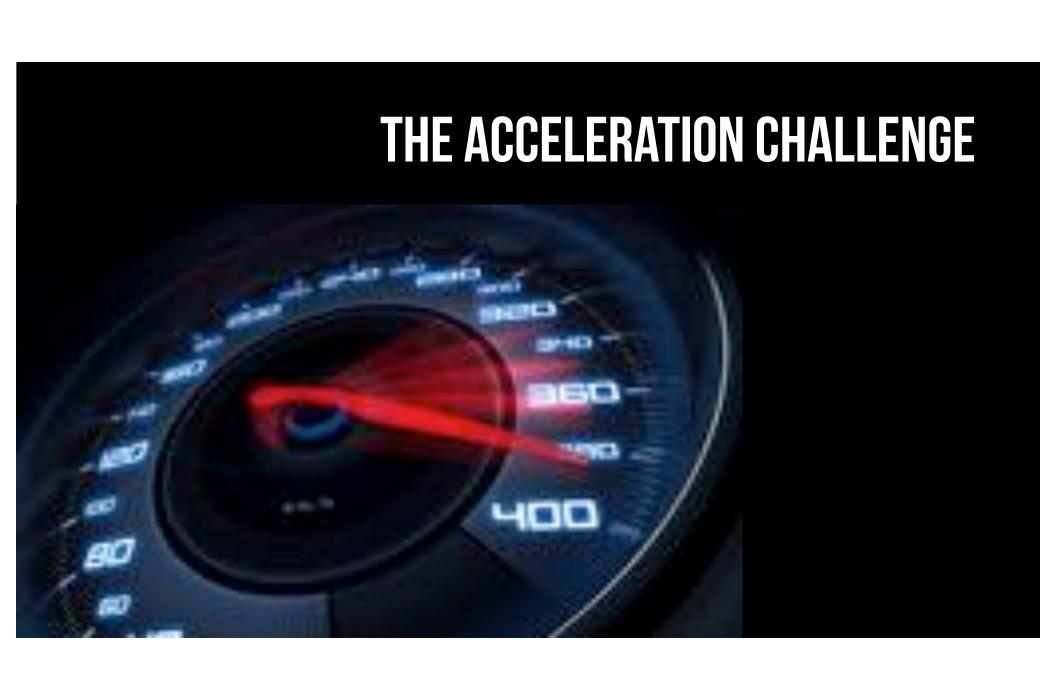
"IN 10 YEARS, OVER 40% OF THE FORTUNE

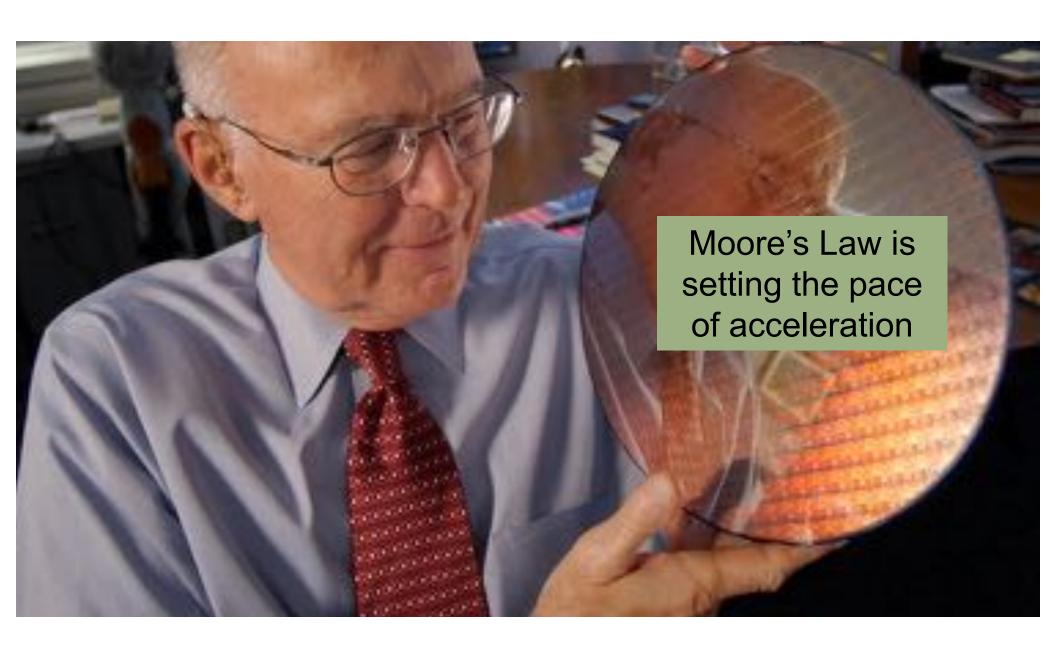


WILL NO LONGER BE HERE."

Source: Babson Olin School of Business Research







INNOVATION ADOPTION LIFECYCLE

Early Majority

Late Majority

Early Adopters

Laggards

Innovators

THE NEW ADOPTION LIFECYCLE

Late Majority

Too Late Majority

Fast Followers

Road Kill

First Movers

THE DIFFERENTIATION CHALLENGE

















THE DISRUPTION CHALLENGE

















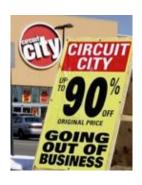














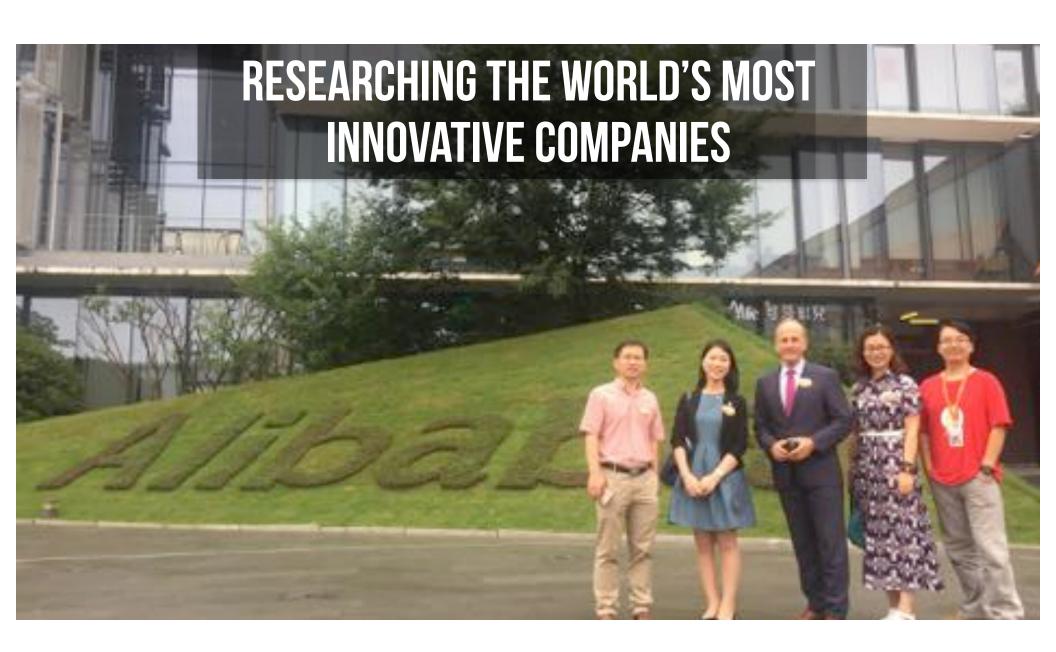
THE DISRUPTION CHALLENGE

Disruption occurs when a new product or business model creates a new way for the customer to solve their problem, which in turn weakens or destroys the value proposition of existing providers.





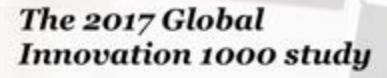






- 1. 3M Company
- 2. Apple
- 3. DuPont
- 4. Emerson
- 5. Boeing
- 6. Broadcom
- 7. General Electric
- 8. CEA
- 9. Ericsson
- 10. LG Electronics





Investigating trends at the world's 1000 largest corporate R&D spenders.

- 1. Amazon
- 2. Alphabet
- 3. Intel
- 4. Samsung
- 5. Volkswagen
- 6. Microsoft
- 7. Roche
- 8. Merck
- 9. Apple
- 10. Novartis



FORBES MOST INNOVATIVE LIST



Rank	Name	Country
1	SALESFORCE.COM INC	USA
2	TESLA INC	USA
3	AMAZON.COM INC	USA
4	SHANGHAI RAAS BLOOD PRODUCTS CO LTD	CHN
5	NETFLIX INC	USA
6	INCYTE CORP	USA
7	HINDUSTAN UNILEVER LIMITED	IND
8	ASIAN PAINTS LIMITED	IND
9	NAVER	KOR
10	REGENERON PHARMACEUTICALS	USA

BCG'S 50 MOST INNOVATIVE COMPANIES









The 2017 Global Innovation 1000 study

Investigating trends at the world's 1000 largest corporate R&D spenders.





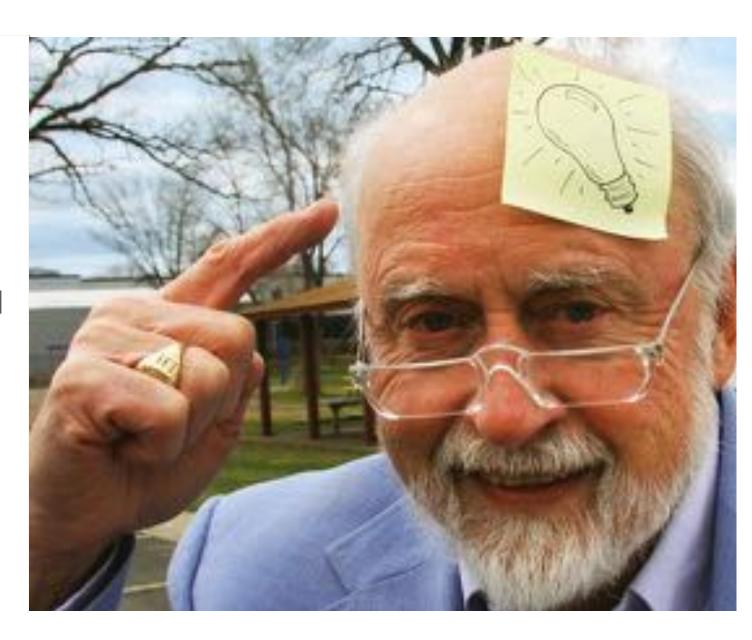


INNOVATION

bringing ideas to life

"An idea doesn't become an innovation until it's widely adopted and incorporated into people's daily lives."

-- Art Fry, Inventor 3M Post-It Notes





MAPPING MCDONALD'S INNOVATIONS

	Product	Process	Strategy
Breakthrough	MCDONALD's Big	MCDONALD's	MCDONALD's All
	Mac	Franchise Model	Day Breakfast
Substantial	MCDONALD's Cage-Free Chicken	MCDONALD's Automated Burger Frying	MCDONALD's Ronald McDonald House
Incremental	MCDONALD's	MCDONALD's	MCDONALD's Two
	Shamrock Shake	French Fry Cooker	Drive-Thru Windows

BUILDING YOUR NEXT BREAKTHROUGH

	Product	Process	Strategy
Breakthrough			
Substantial		Whaoi	at's it ng to be?
Incremental			



WHAT DO THESE ITEMS HAVE IN COMMON?





"We've got a process for everything else — why not for innovation?"

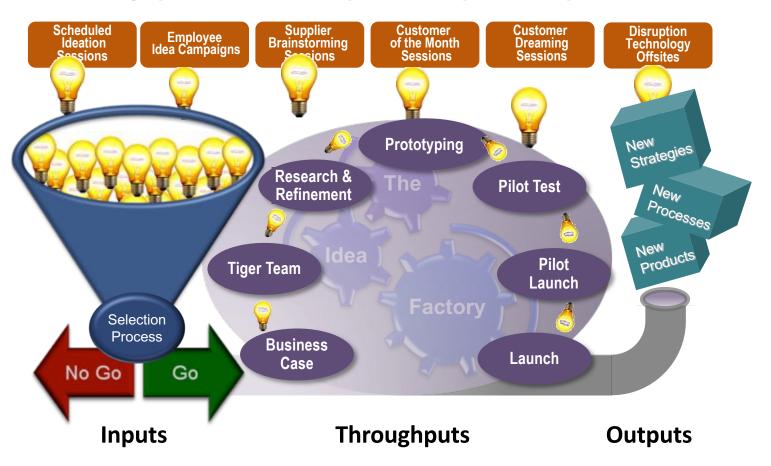
--SIMON SPENCER

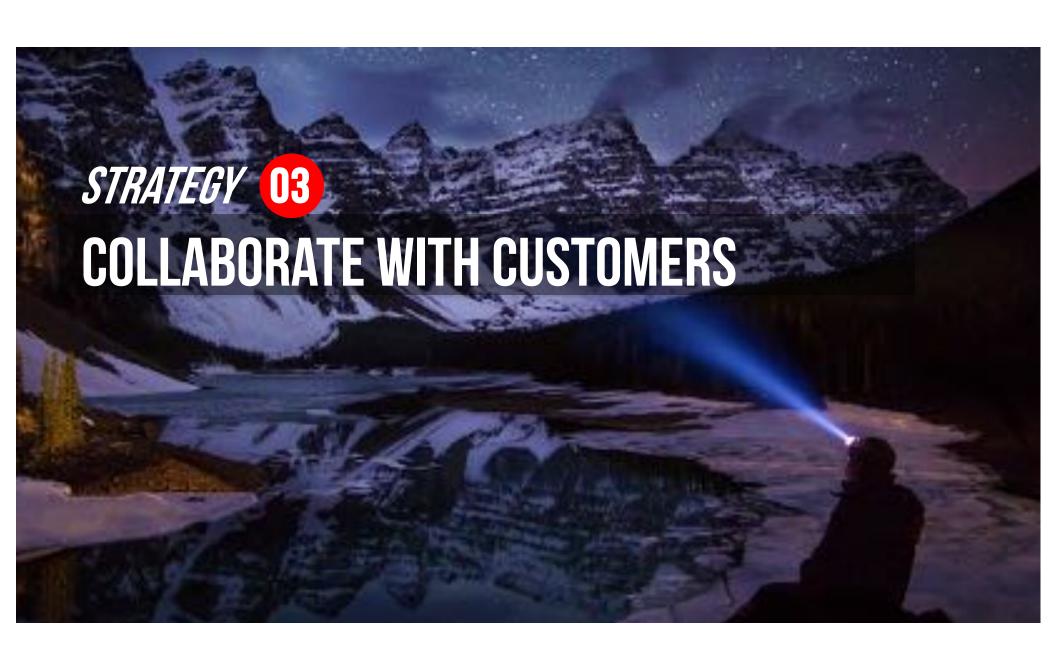
BORG WARNER INNOVATION CHAMPION





TUCKER INNOVATION MODEL





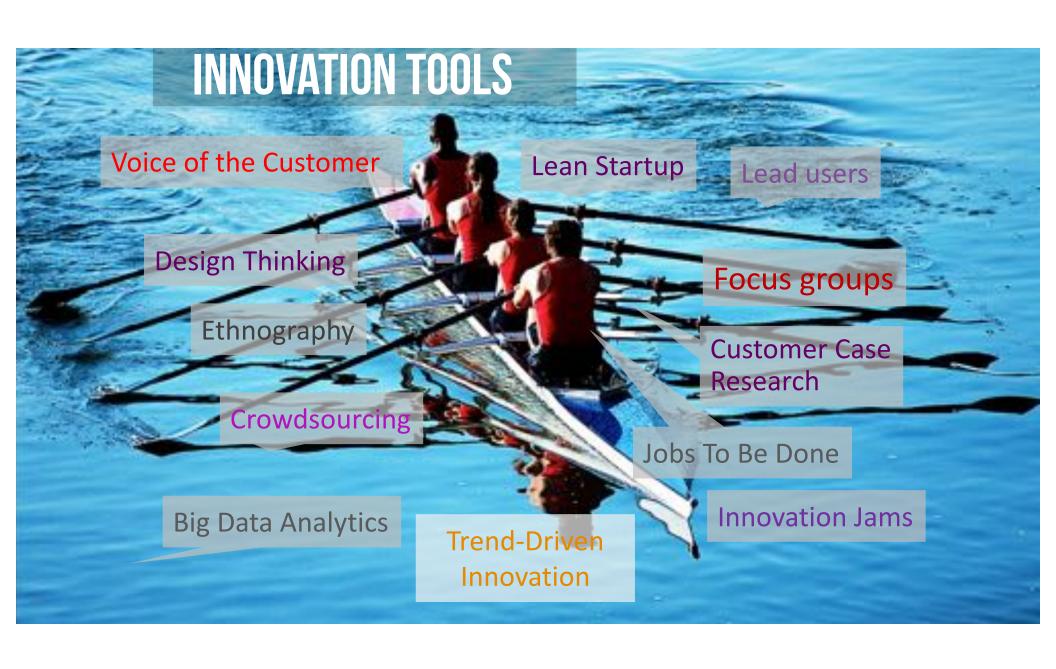


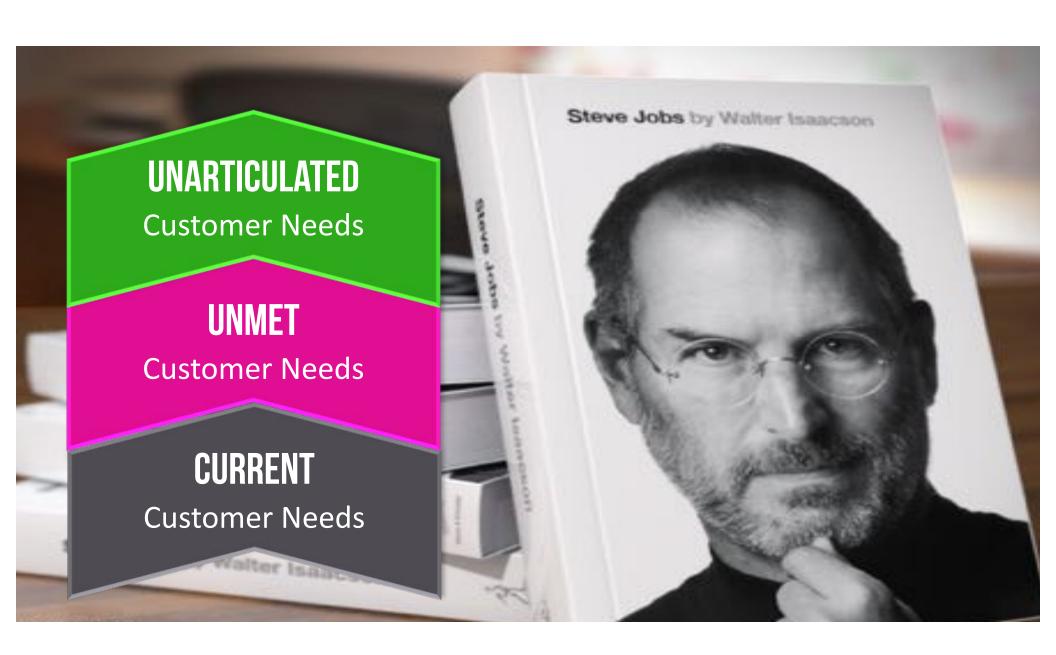




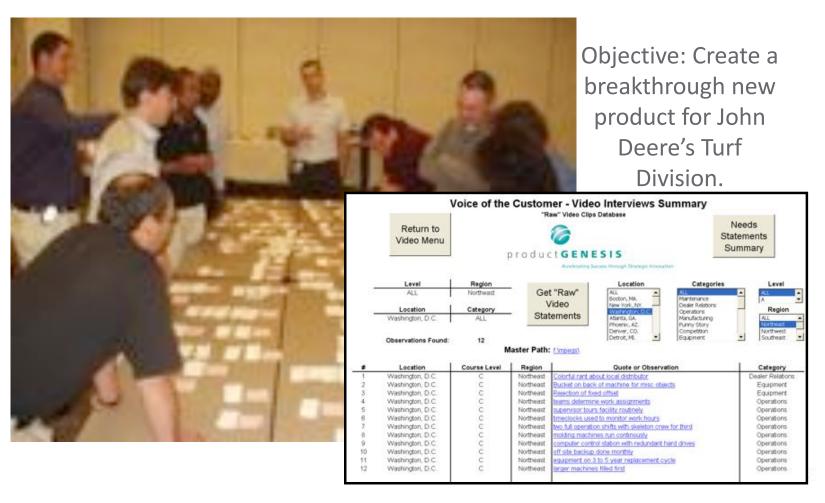


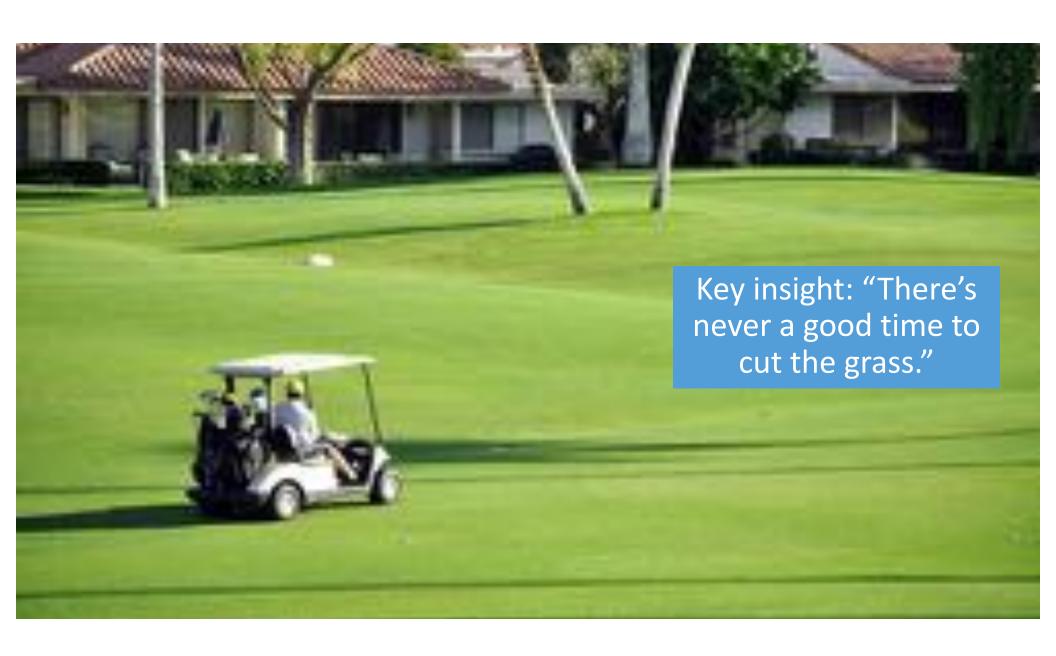




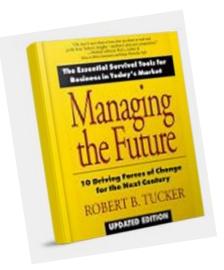


TOOL: VIDEO VOICE OF THE CUSTOMER











TRENDS

TECHNO-TRENDS

DRIVING FORCES OF CHANGE



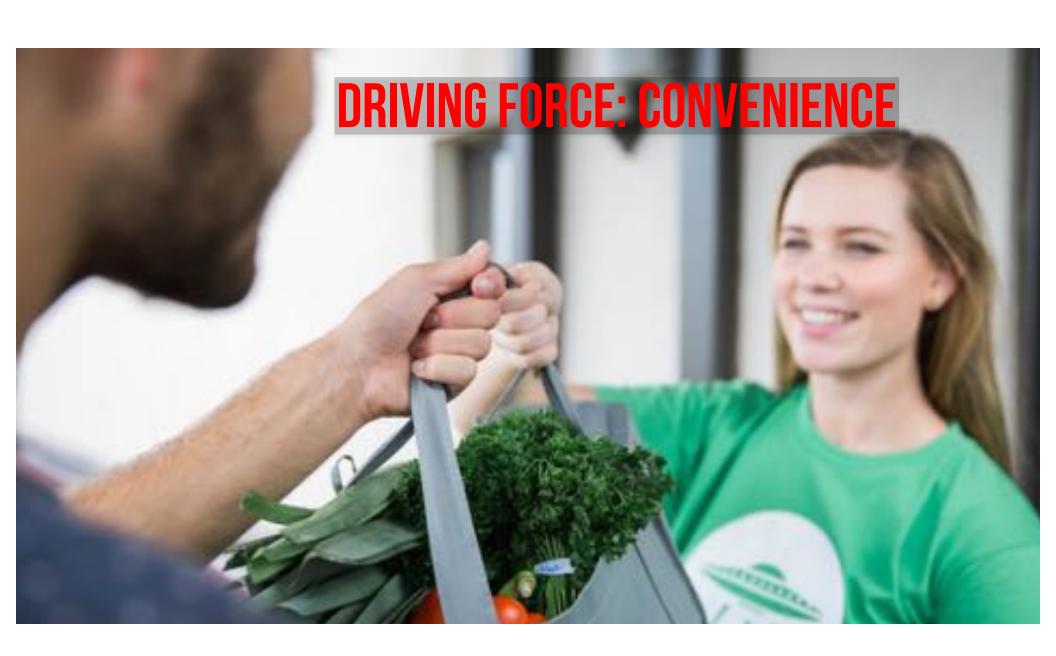
ANTICIPATORY SHIPPING



NO PATIENCE REQUIRED

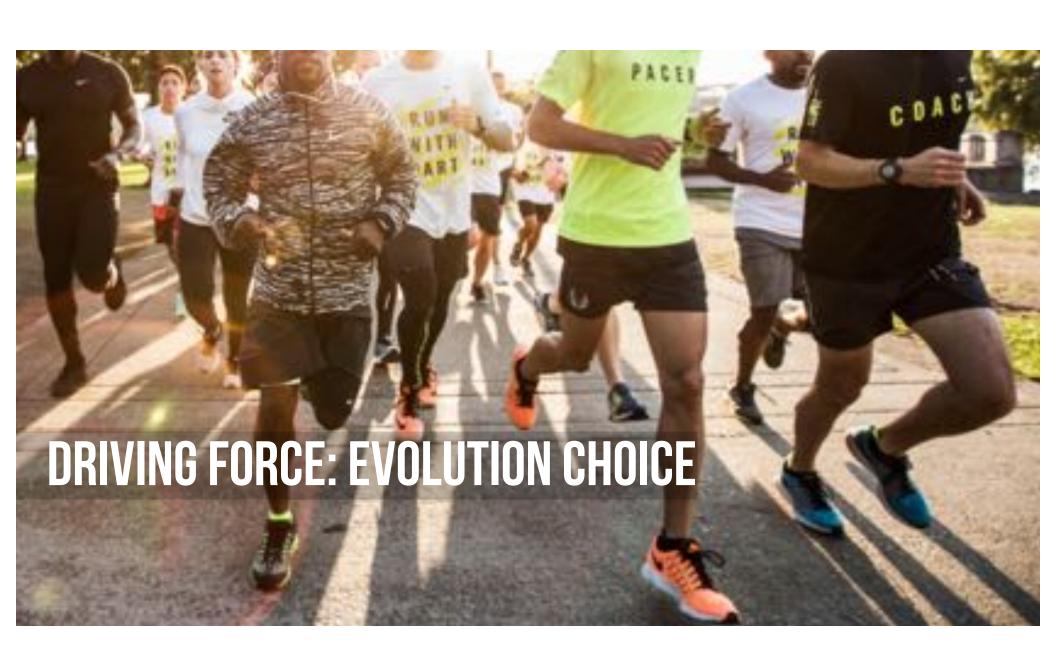


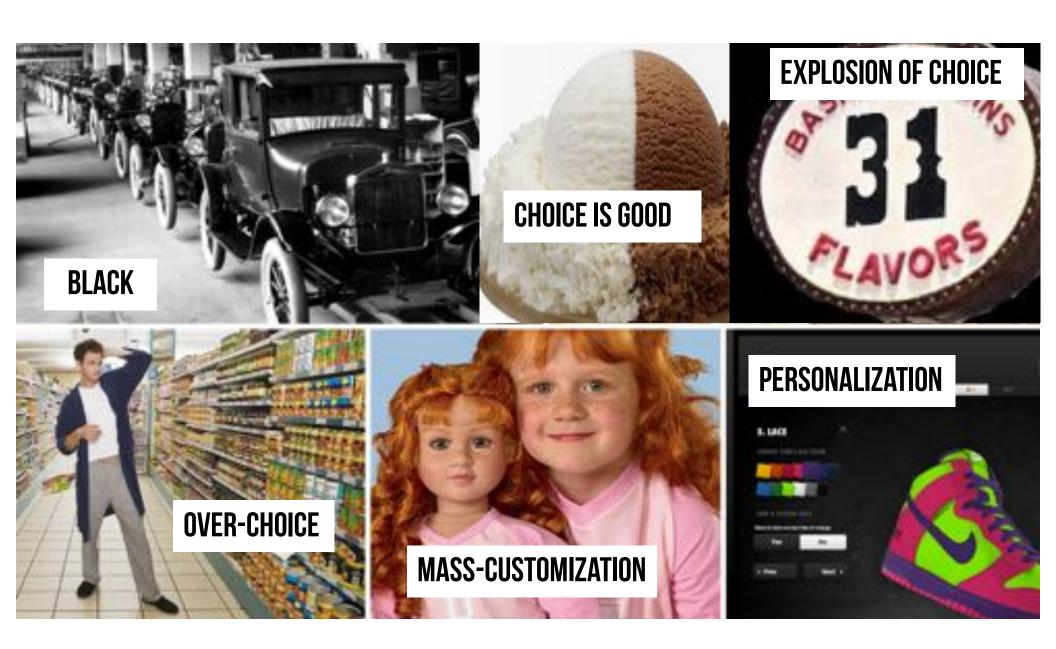
DRIVING FORCE: SPEED



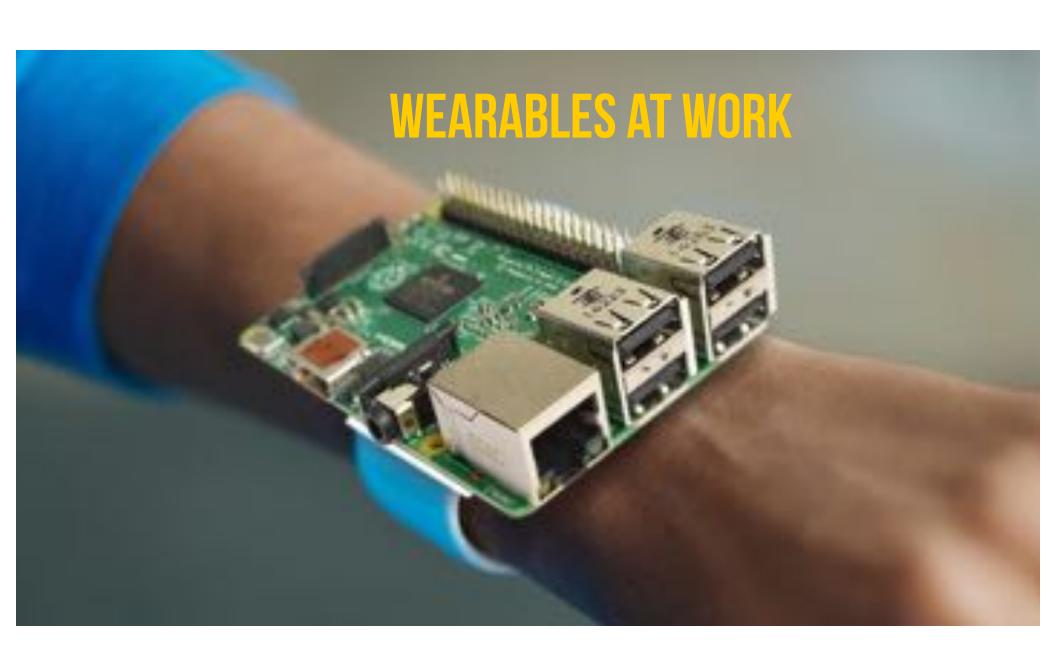


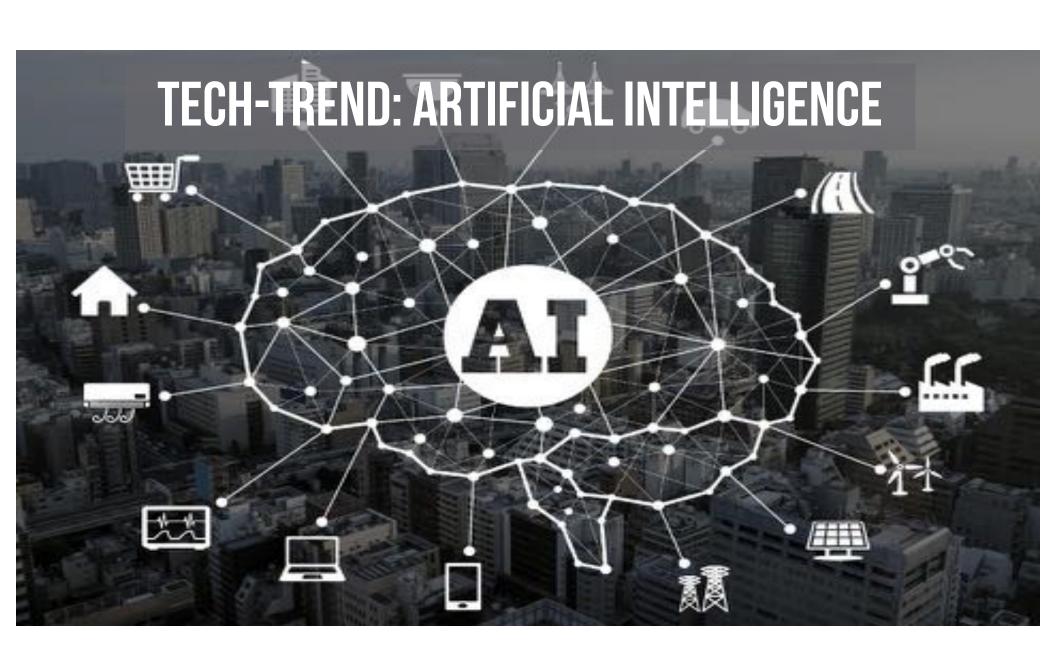




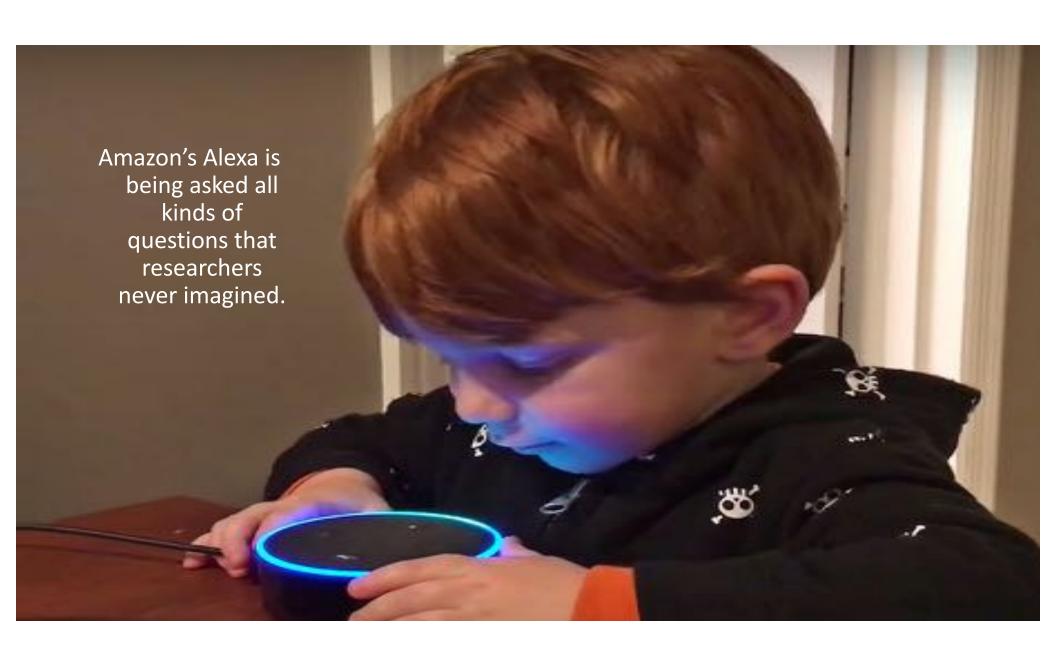










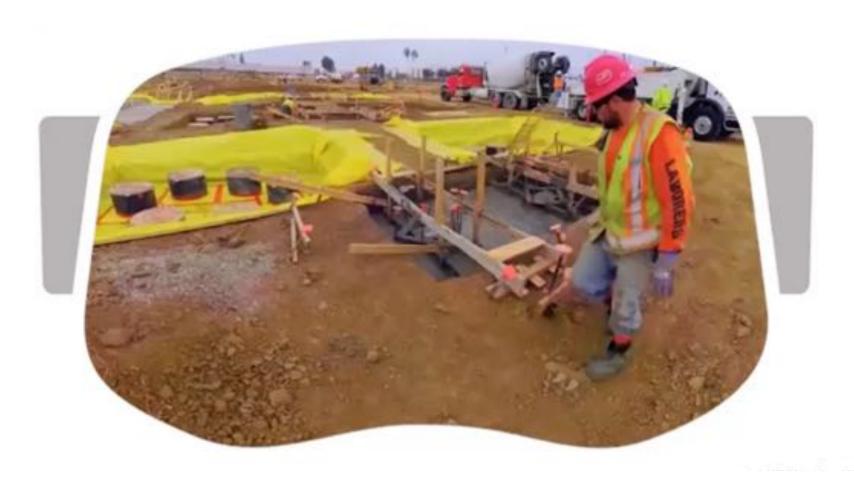








TECH-TREND: VIRTUAL REALITY



IMPROVE THE PHYSICAL ENVIRONMENT





BCG'S MOST INNOVATIVE COMPANIES 2006

ur 2006-list of the world's most respected names in innovation sends two powerful messages. First, design is a differentiatox Apple again rules the roost, and design-focused companies—from Procter & Gambile to IDEO to BMW—are all on the rise. Need further proof? Just look at design-friendly retailers. IKEA and Target, both new to the list.

The other message? Innovation is becoming ever more broadly defined. True product innovators have their place on our list—Nokia and newcomer Research in Motion come to mind. But respondents to the Businessiffeek-Boston Consulting Group survey value other kinds of innovators, too, from process masters, who remake the supply chain, logistics, or sales channels, to business model revolutionaries, who create brand-new ways of doing business. Take a look at who's up and who's down.

Methodology

The BusinessWeek-Boston Consulting Group 2006 senior management survey on innovation was distributed electronically to executives worldwide in early 2006. In February surveys were sent to the largest L500 global corporations, determined by market capitalization in U.S. dollars, with instructions to distribute the survey to their top 10 executives. The survey was also

2000	2005	COMPANY		MEST PRACTICES	MARGING ROWTH
1	1	Apple	Helio, Pad World. Outstanding design and innovative software platforms create an unity and user experience.	=0	71%
2	8	Google	Allows one of the world's brightest crops of engineers time to experiment, focuses on simplicity and the customec	=0	n/a**
3	2	3M	Revamped its vaunted R&O labs in 2003 to centralize basic research. With new CEO George Buckley, an engineer is back at the helm.		3.4
4	14	Toyota	Amuster of manufacturing innovation, and now, hybrid technology. New cost cutting strategy calls for reducing vehicle-system costs as a whole.	A = :	10.7
5	3*	Microsoft	Primes Windows and Office sales with innovations. Anew combo of Web and PC services, called Live, is off to a solid start.	-	2.0
6	3*	General Electric	Torostorming from an efficiency powerhouse to one that values hold ideas. Now rates managers on traits such as "imagination and courage."	AH	57
7	0*	Proctor & Gamble	its "correct and develop" model calls for 50% of new products to come from outside. Design and innovation executer new part of the ong chart.	ABO	4.4
8	9*	Nokia	Global handset leader. (Twense teamscreate faiture-oriented "world maps" in track macro frends. Designed low-coal phones for emerging markets.	A = 0	0.0
,	10	Shubuska	Would you like a movie with your latte? The creator of the \$3 coffee has started marketing films. Tips an army of baristan for customer images.	-	22
10	7	IBM	Donated 500 of its more than 40,000 patents to help build new technology ecosystems. Co-invests in projects with clients and partners.	AHO	-0.7
11	11	Virgin	Adds its hip lifestyle brand to everything from airlines to insurance. Enters new businesses at lightning speed.		private
12	12	Samsung	An interse design focus, speedy product cycles, and rigorous metrics make the South Norean company a creative force in electronics.	A .	-4.5***
13	5	Sony	Felleight spots this year; is trying to claw its way back with a focus on high-del products and a reversped management structure.		-11.0
14	6	Dell	Revolutionized the PC supply chain and sales channels. But stuck in Apple's shadow, Dell fell eight spots this year.		2.0
15	18	IDEO	Designed the Pairs V and Leap chair. Now helps some of the biggest	AH	private



INNOVATION BARRIERS, 2006

- 1. We are a risk adverse culture
- 2. Lack of time to work on new ideas
- 3. Large corporation syndrome
- 4. Legacy business slows change
- 5. Operational mindset dominates
- 6. Little budget freedom to experiment
- 7. Short-term focus
- 8. Resource constraints

Source: TIR Survey of Nokia High Potential Leaders





SEVEN INNOVATION LEADERSHIP SKILLS

- 1. OPPORTUNITY ORIENTED. WILLING TO TAKE INITIATIVE.
- 2. WILLING TO CHALLENGE STATUS QUO. ASSUMPTION ASSAULTER.
- 3. FOCUSED ON THE END USER. EMPATHETIC.
- 4. ALWAYS LOOKING AHEAD. TREND-WATCHER.
- 5. EXCEPTIONAL COLLABORATOR. BRINGS PEOPLE TOGETHER.
- 6. PRODUCES NEW IDEAS IN ABUNDANCE. CREATIVE.
- 7. ADEPT AT BUILDING THE "BUY-IN" FOR NEW IDEAS.

EMBRACE THE OPPORTUNITY MINDSET

- Innovation isn't something you do after you get your work done. It's how you approach your work.
- You can innovate in any job, any department, any organization.
- Don't wait for others to ask you to innovate.
- Innovation is figuring out how to add value where you are.
- Innovation isn't just having ideas, it's about taking action on your ideas.



